STARTER **KIT**

OVERVIEW

Here at AwesomenessTV, we believe that making great videos and navigating the YouTube platform can be super easy! Work your way through this starter kit and you'll be on your way to YouTube stardom in no time at all!

YouTube™

TIP

Already know how to do this stuff? Click here for more resources!

Chapter 1
THE 5-STEP VLOG!

A vlog - otherwise known as a video blog - is just that: a blog made in video form. Usually the subject speaks to the camera and audience as if they are actually IN the camera. iJustine, Phil DeFranco and Ray William Johnson are some famous YouTube stars that made vlogging an art form...

...but now it's YOUR turn! Follow these 5 steps and you'll be vlogging in no time at all!

ARE YOU **READY!?**

STEP 1:

FIND A **LOCATION!**

Find a room or place outdoors that has plenty of light and is super quiet. Lighting and sound are two of the most important things to consider when making video!

TIP

If your image is too dark or has weird shadows, grab a lamp from another room and plug it into the area that needs light.

STEP 2:

SET UP YOUR **SHOT!**

Open up the video camera in your mobile device and use the front-facing camera to adjust the angle and height so that you are in the center.

TIP

Get creative! Use a book, or small object to prop up your device or set it at an angle to help with "framing" your shot.

STEP 3:

THINK OF A **STORY!**

What's your most embarrassing moment? How did your favorite pet get its nickname? Think of a story that has a beginning, middle and end, that you can tell to your audience.

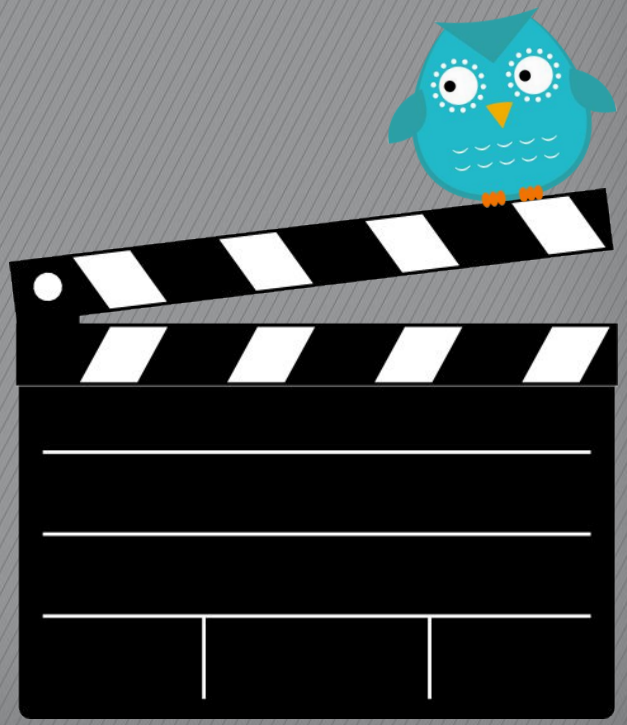
TIP

Practice telling your story a few times to a stuffed animal or to your reflection in the bathroom mirror!

STEP 4:

LIGHTS... CAMERA... **ACTION!**

Press record and start vlogging! If you mess up, don't worry, just try it again until you get it right. Even professional actors have to do multiple "takes"!

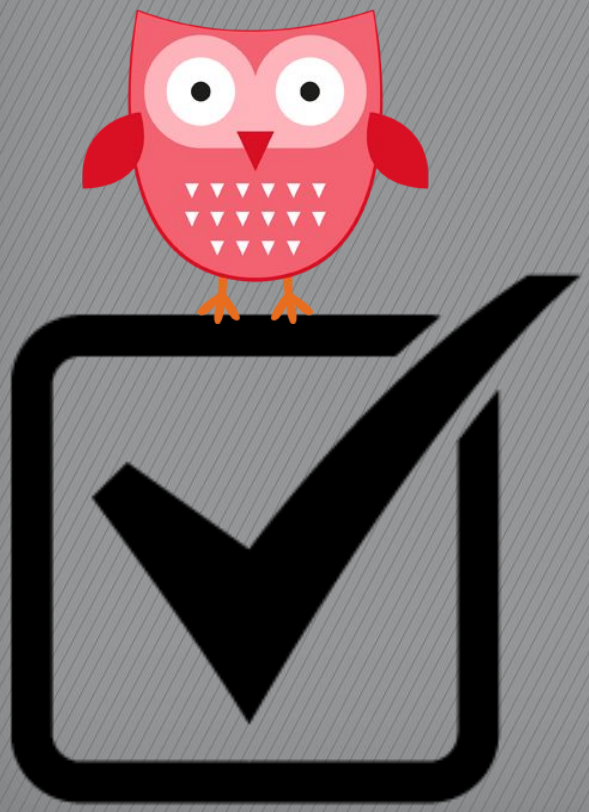


TIP

Record your vlog more than once, even if you're happy with it after the first try. Don't you want to have a few options to choose from?

STEP 5:

CHOOSE A "TAKE"



Review all of your "takes" and choose the one you like the most. Once you've decided on your favorite version, double check the video to make sure you don't need to redo anything (lighting, sound, etc.) and that you're happy with your performance!

Chapter 2
UPLOADING 101

Your first video is all done and you're ready to share it with the world. The way to do that is by uploading it to your YouTube channel from your mobile device for the entire internet to see!

Uploading to YouTube is easy - just follow these 3 steps and you'll have your first video uploaded to YouTube in no time!

ARE YOU READY!?

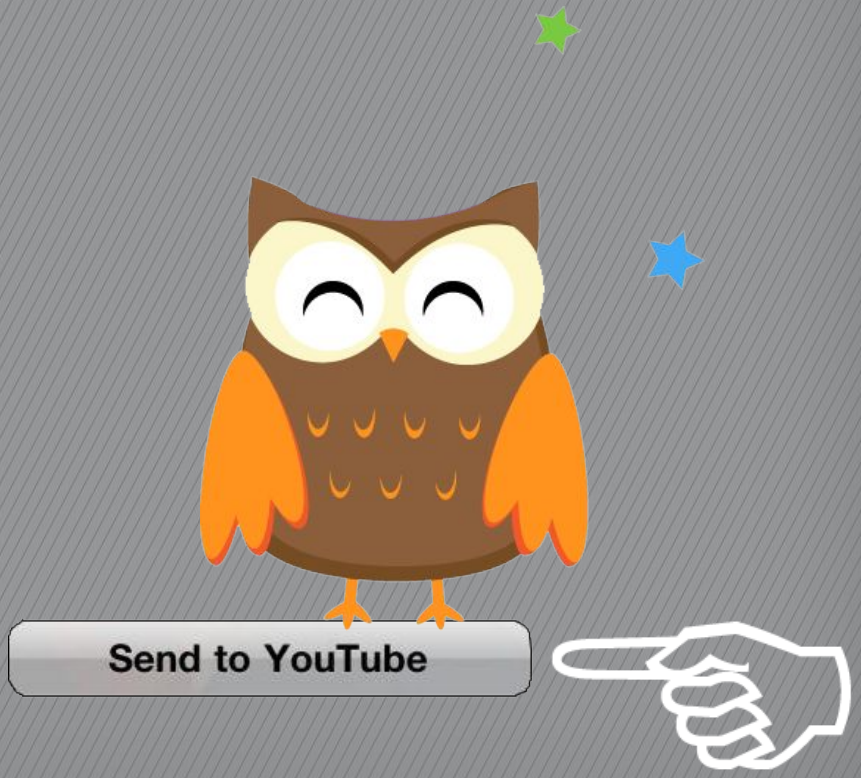
STEP 1:

SEND TO **YOUTUBE**

Click the "Send to YouTube" button on the mobile device you used to film your vlog.

NOTE

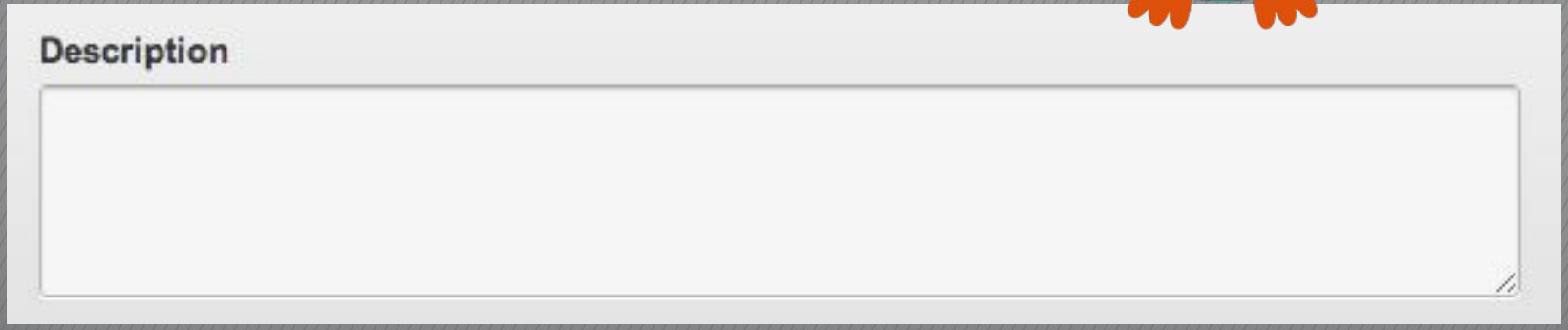
Make sure you're logged into the YouTube account you want to publish your video to!



STEP 2:

INFO SECTION

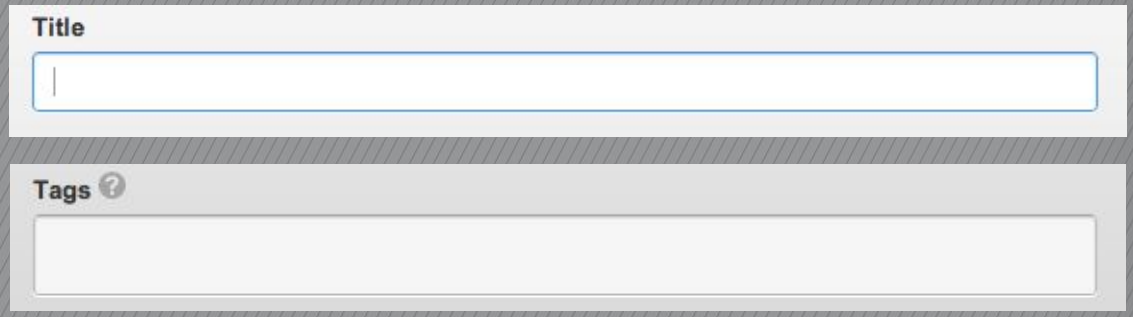
Tell the world what your video's about! In the description section, write what happens in the video. The more specific, the better!



STEP 2:

INFO SECTION

Come up with a catchy, descriptive title and add "tags" - words that describe the video that allow the video to be discovered on YouTube by search.



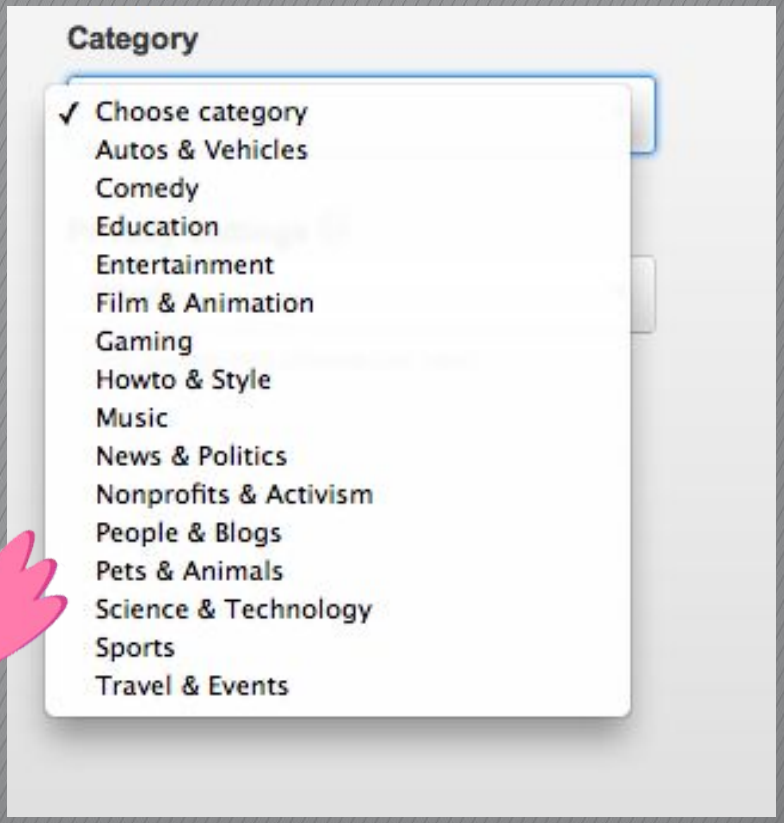
TIP

Use your description to find the best words to tag your video with. For example, if the description is "me having a party with my cute kitten" title your video "Kitten Party" and tag it "kitten" and "party" and "cute".

STEP 2:

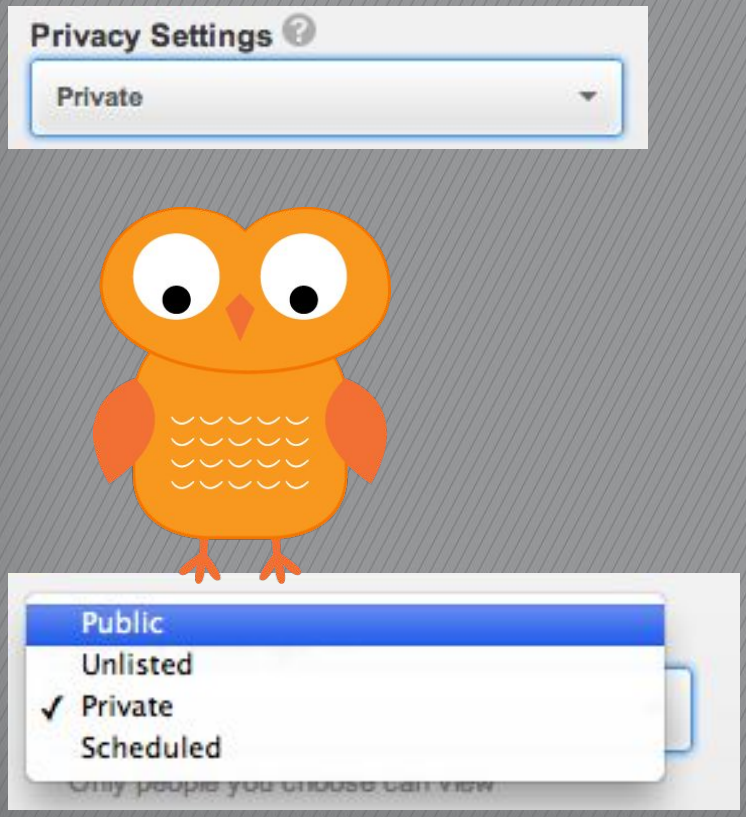
INFO SECTION

YouTube provides a list of categories for you to choose from. Which category describes your video best? Click that one! This will help people find and watch your video.



STEP 3:

PUBLISH



If you are ready to immediately publish your video for everyone on YouTube to see, choose the "publish" option, and then press upload!

TIP

Try to connect to WiFi so you can upload in less time and with a better HD picture quality.

STEP 3:

PUBLISH

Check out your very first vlog on your YouTube channel! Don't be shy - show it to your friends and ask them to "like" and make a comment about it. Post it on Facebook, Twitter, Google+ or any other of your favorite social media communities too!

TIP

Encourage your fans to give feedback and support! This will help you as you make more videos.

Chapter 3
MONETIZATION SETTINGS

Did you know that you can actually earn money from the commercials and banner ads that are displayed in front or to the side of your **original** videos?! For this to happen, however, you not only need to get LOTS of views on your videos, but you also need to have the proper MONETIZATION SETTINGS activated.

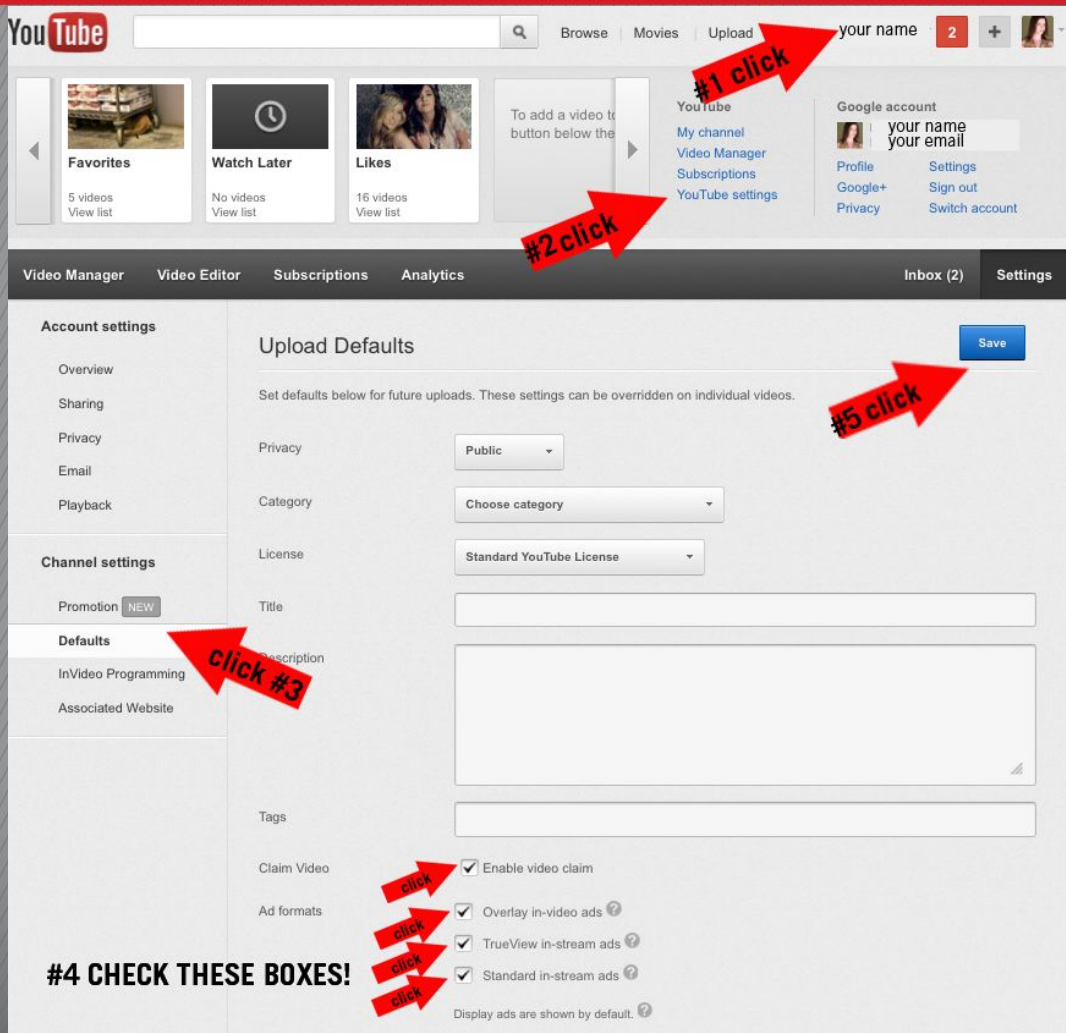
*In this chapter, you'll learn how to turn on your monetization settings in your CMS (CMS stands for **C**ontent **M**anagement **S**ystem - it's where you manage your videos and channel info)!*

ARE YOU READY?!

STEP 1:
SET YOUR **DEFAULT**

Login to your YouTube channel on a Desktop Computer, then...

1. Click your name in the top right corner (this will produce a drop down menu of options)
2. Click YouTube Setting in the YouTube column
3. Select the defaults tab in the left sidebar
4. Click all of the boxes for the "Claim video" and "Ad formats"
5. Click the blue "Save" button

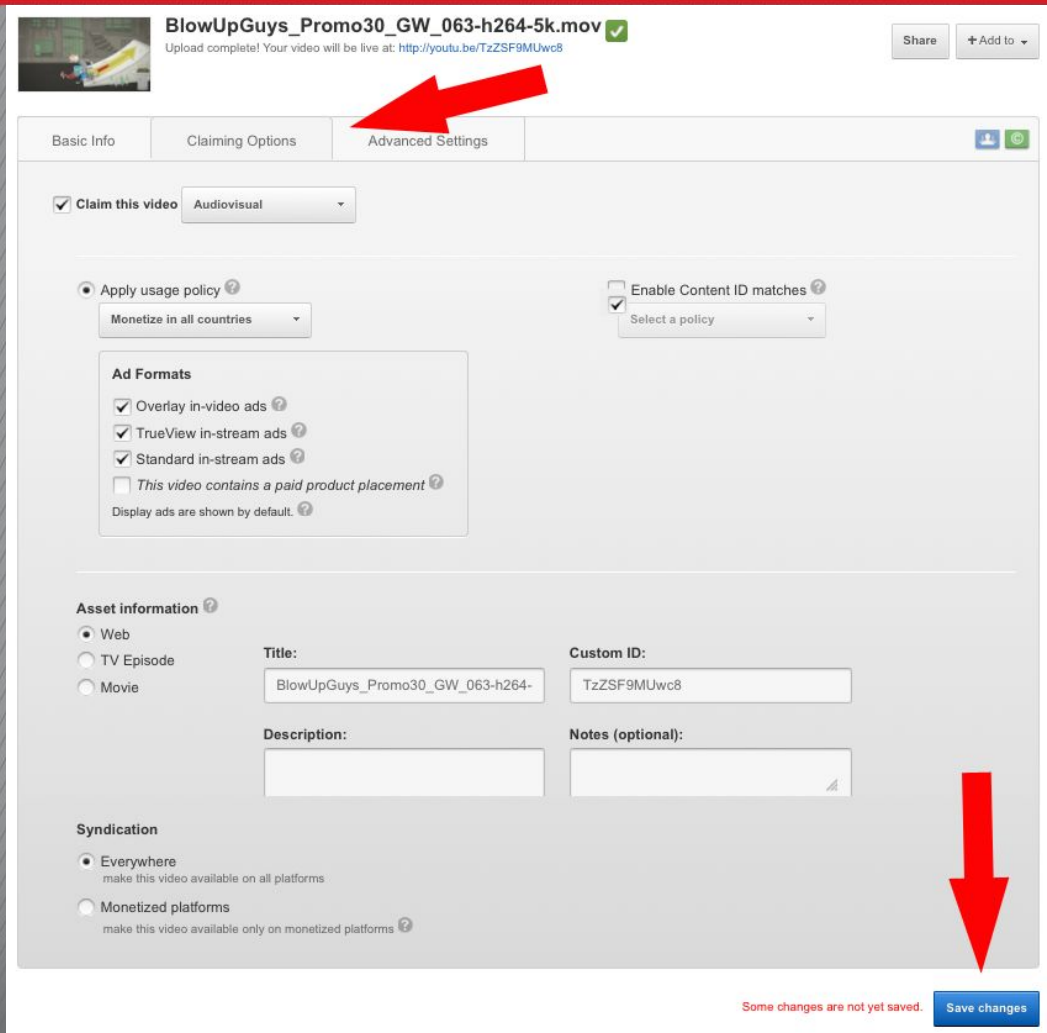


STEP 2:

DOUBLE CHECK BEFORE PUBLISHING

After you've uploaded your video double check the settings in the "claiming options" tab in your video manager and make sure it is correct.

BUT....

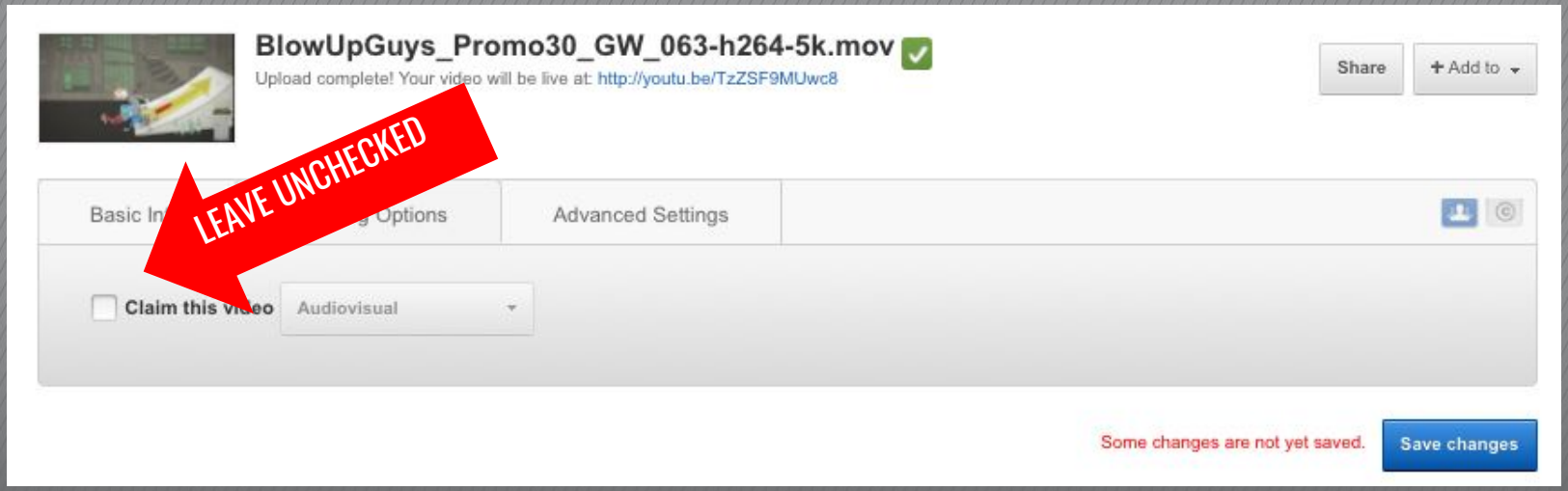


IMPORTANT!!!!!!!!!!!!!!!

If you are a musician and like to perform cover songs, or are making a video with any copyrighted content, YOU CANNOT MONETIZE YOUR VIDEO. Not only is it illegal, but you could get "flagged" for copyright infringement by YouTube and there will be a "strike" against your channel. Not good stuff happens when you get strikes. So just remember:

DON'T MONETIZE ANYTHING IF IT ISN'T ORIGINAL!

(we'll explain this more in the next chapter)



Chapter 4

COPYRIGHT ON YOUTUBE

The great thing about YouTube is that anyone can upload video to their own channel, but what if it's material that is owned by someone else?

In this chapter you'll learn what copyright is and the rules on YouTube that affect you!

ARE YOU READY?!

WHAT IS COPYRIGHT AND COPYRIGHT INFRINGEMENT?

COPYRIGHT is a form of protection provided for original works of authorship including literary, dramatic, musical, graphic and audiovisual creations. COPYRIGHT INFRINGEMENT occurs when a copyrighted work is reproduced, distributed, performed, publicly displayed or made into a derivative work without the permission of the copyright owner.

BUT WHAT DOES THAT MEAN?!?!?

YOUTUBE COPYRIGHT SCHOOL!

It's pretty simple. The way you can ensure that you're not "infringing" on someone's copyright is to make something COMPLETELY ORIGINAL! It could be as simple as making a vlog of yourself or as complicated as filming your own short movie with a script, actors, and the whole works.

To explain this better, YouTube has even created a funny video featuring cartoon stars Happy Tree Friends - check it out!

WHAT ABOUT MUSIC THOUGH?

If you use an audio track of a song that is owned by a record label, WITHOUT that record label's permission, you may be infringing the copyrights of others and your video might get "flagged" or even removed.

Lucky for you, YouTube allows you to automatically and easily add music to your YouTube videos with songs that are copyright free! Watch this video or click HERE for more info

STILL CONFUSED?!

Check out these links to find out more about how you can be sure to NOT to infringe on someone else's copyright!

HOW DO I KNOW WHAT IS COPYRIGHTED?

WHAT WILL HAPPEN IF I UPLOAD INFRINGING CONTENT?

WHAT ABOUT "FAIR USE"?

CONGRATULATIONS!

You've just completed the AwesomenessTV Network Starter Kit! Stay tuned for our upcoming series that includes more tips and tricks - we'll send you those videos exclusively via email very soon!

AWESOMENESS
NETWORK